

THINKING OUTSIDE THE BOX:

**INNOVATIVE APPROACHES
TO COMMUNITY
INVOLVEMENT**

**National EPA Community Involvement Conference
Jacksonville, Florida
June 20, 2007**

SURVEY

- Asked Community Involvement Coordinators two questions:
 1. Tell us about one tough communication situation you face, particularly about an effort to increase community awareness, understanding, and action concerning some local environmental hazard. Without using names of individuals, explain why this situation is challenging.
 2. What would you most like to learn from a session on “Innovative Approaches to Enhancing Community Involvement”?

Themes

- Trust and Credibility
- Environmental Justice
- Communicating Risk Numbers
- Communicating in Crises

YOUR TURN...

- During the Panelists' Remarks:
- Write Down Your Questions
- Ask Anything You Want
- Facilitators Will Gather, Sort and Read

Panelists

- **Kathy Rowan, *Associate Chair for the Department of Communication, George Mason University***
- **Susanna Haas Lyons, *Program Associate, AmericaSpeaks***
- **Dollie B. Burwell, *Regional District Director, Congressman G.K. Butterfield's Office***